

yea!

NEWSLETTER

The Newsletter of Young Entrepreneurs Academy

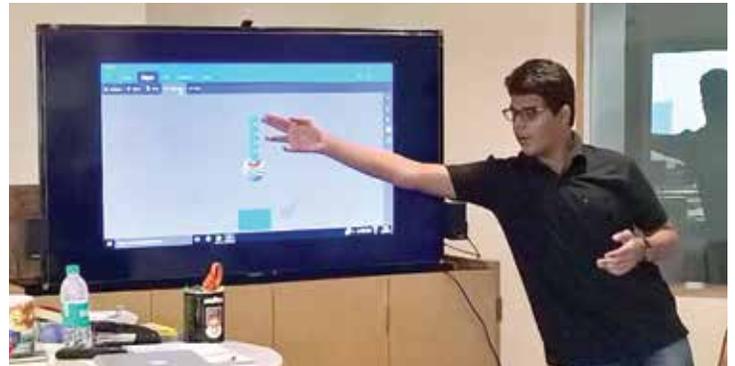
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September was eventful for our YEA! students.

The Cathedral School and The Shri Ram School students started their exciting interactions with their mentors ! Our mentors are a unique mix of lawyers and consultants from leading firms, angel investors and entrepreneurs. These individuals will be spending six Saturday's with our students, helping them think through their business plans, refining their ideas and preparing the slides that will finally be presented at our investor panel!

We can't thank our mentors enough for their time and efforts in guiding our young entrepreneurs.

We would also like to express our heartfelt gratitude to our host schools and the school management who have been pillars of strength and support. Thank you Mrs Meera Isaacs, Mrs Nalini Samuel and Mrs Damayanti Bhattacharya from the Cathedral School, Mumbai, Mr Craig Johnson, Mrs Jodie Sovak, Mrs Shabbi Luthra, Mrs Vanita Barrett and Mrs Khushnuma Ferzandi from the American School of Bombay and Mrs Deeksha Kalyani, Mrs Radhika Bharatram, Mrs Manisha Malhotra, Mr Ravindra Jhulka and Mrs Yasmin Rao from the Shri Ram School, Delhi. We are proud to be associated with such world class institutions !



YEA! Speakers



Mr Jayakumar, CEO, Bank of Baroda hosted all our students in the bank premises and motivated them by sharing his own entrepreneurial journey in the housing finance sector. He spoke about how differentiated ideas are more important than money and also how important it is to have a good mentor. He explained how he is using technology to make Bank of Baroda future ready and a more solution oriented bank for customers. Through various examples, he made a complicated topic like "finance and funding" easy for our students.

Hitesh Jain, senior partner, ALMT Legal spoke to our Mumbai students and **Shyel Trehan**, founding Partner of law firm Kapur & Trehan spoke to our Delhi students on "importance of law for entrepreneurs". They spoke about various contracts and legal terms they need to know about, patents, trademarks and copyrights and other legal aspects small entrepreneurs need to keep in mind. As always our students had come prepared with questions like what is a franchise/ licensee agreement, what is the hardest case you have handled, difference in legal requirements for a brick and mortar company vs an online company, can Burger King sue a restaurant called Burger Singh and many more interesting questions!



Dhruv Lakra, founder Mirakle Couriers, a service that employs deaf adults, spoke about his journey from being an Oxford MBA, investment banker to social entrepreneur. He described in detail the challenges his deaf employees face and his aspirations of building a brand known for its service and efficiency. His advice to our Mumbai students was - deaf adults need jobs and not your 'laddoos' and sympathy. **We hope our YEA students will not only be successful entrepreneurs but more importantly also be socially responsible citizens with a strong desire of giving back to the community.**

Siddharth Lal, CEO of Bruce Clay, a premier digital marketing firm spoke to our students about the difference between traditional and digital marketing, key concepts such as PPC (pay per click) and SEO(search engine optimisation). He shared case studies to help students understand what works and doesn't work in the digital marketing space. What our students enjoyed the most were the videos he showed to demonstrate the success mantras of effective online video marketing.



Our students at Bank of Baroda auditorium with CEO, Mr Jayakumar.

YEA! field trips Big Bazaar Field Trip



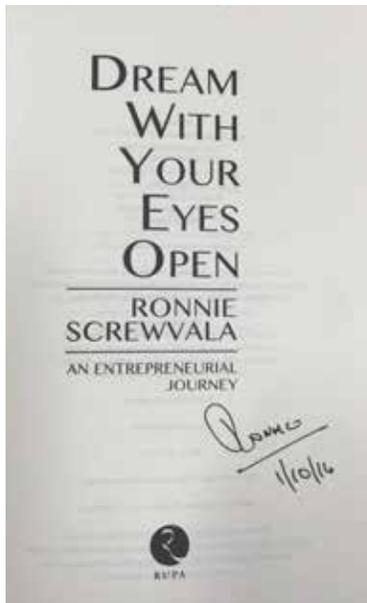
Thank you Mr Sadashiv Nayak and Mr Abheek Singhi for giving our students such a unique experience. Congratulations to the three best question winners – Sanya Arora, Akshaya Aiyer and Shanay Doshi.

Co- working space, Ministry of New Field Trip



Thank you Avni Talsania and Priyanka Joshi for making this a fun and memorable event for our Cathedral school students. Congratulations to the winning team - the water saving group.

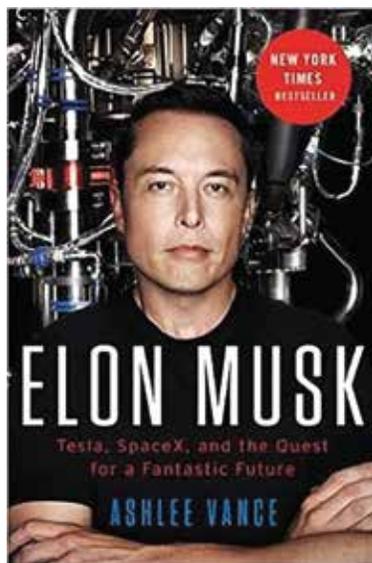
YEA! 2016 - 17
WE ARE IN 2 CITIES, 4 CENTRES AND HAVE
120 STUDENTS FROM 30 SCHOOLS !



Thank you Mr Ronnie Screwvala for personally signing books for all our students!

YEA! recommends

Must read book



“Don't ever let someone tell you, that you can't do something. Not even me. You got a dream, you gotta protect it. When People can't do something themselves, they're gonna tell you that you can't do it. You want something, go get it. Period.”

-Will Smith
(The Pursuit of Happiness, Film)

Must watch movie



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